

# Agenda Item IMD2

## INDIVIDUAL EXECUTIVE MEMBER DECISION

REFERENCE IMD: 2021/02

<b>TITLE</b>	My Journey Wokingham - funding approval
<b>DECISION TO BE MADE BY</b>	Executive Member for Highways and Transport - Pauline Jorgensen
<b>DATE, MEETING ROOM and TIME</b>	Wednesday, 20 <sup>th</sup> January 2021 Virtual Meeting via Teams, 5:15pm
<b>WARD</b>	None Specific;
<b>DIRECTOR / KEY OFFICER</b>	Director, Place and Growth - Chris Traill

### **PURPOSE OF REPORT (Inc Strategic Outcomes)**

To request that My Journey funding is released from S106 for the 2020/2021 programme and two future financial years (2021/2022 and 2022/2023).

### **RECOMMENDATION**

That the Executive Member for Highways and Transport approves the release of monies from S106 to fund the My Journey Wokingham programme of works and activities, as set out within the financial implications section of this report.

### **SUMMARY OF REPORT**

The My Journey Wokingham Programme will deliver improved accessibility and increased levels of walking, cycling and public transport use. Interventions will be targeted across three identified workstreams (schools, workplaces and the community).

Several activities included within the My Journey Programme are currently running and proving extremely successful. As such, we propose to continue these activities through into the next two finance years (Year 2 and Year 3), should the funding be approved.

## **Background**

My Journey Wokingham is a behavioural change campaign, which looks to reduce car travel by increasing active and sustainable travel.

My Journey Wokingham started in 2012 and was the result of a successful funding bid to central government's Local Sustainable Transport Fund (LSTF). This initial three year programme received £2.27 million from LSTF to support the cost of implementing a range of sustainable transport measures. My Journey Wokingham has continued to grow over the years and is now funded in a range of ways including from S106 funding secured from local developers and successful funding bids to the Department for Transport (DfT) and the Department for Environment, Food and Rural Affairs (DEFRA).

Over the last eight years My Journey Wokingham has delivered a targeted package of proven behavioural change interventions. We recognize that, not only do walking and cycling offer alternatives to car use over short distances, but also as part of multi-modal journeys by public transport. In light of this, we also capitalise on our local bus and rail networks by highlighting the opportunities for walking and cycling to either our bus stops or rail stations.

A number of activities included within the My Journey Wokingham programme are currently running and proving extremely successful. For example, 1,543 (74%) of children in year 6 have received bikeability cycle training during the 2019/2020 financial year. To date 16,001 children have received bikeability training since 2008. As such, we propose to continue these activities through into the next two finance years (Year 2 and Year 3), should the funding approved.

## **Business Case (including Analysis of Issues)**

Transport is one of the greatest contributors to carbon emissions and a transport system heavily dependent on motorised travel can lead to poor air quality levels in urban areas.

My Journey Wokingham is part of a borough-wide strategy developed and delivered by Wokingham Borough Council (WBC) for promoting sustainable travel options. Walking and cycling are low carbon modes and, along with public transport, are the most efficient uses of limited road space. By encouraging modal shift from the car to active travel we can move more people on our streets, reduce congestion and improve local air quality.

WBC declared a climate emergency in July 2019, the My Journey Wokingham supports WBC's Climate Emergency Action Plan 2019-2030, especially the desire to reduce carbon dioxide emissions from transport and encourage behavioral change.

The My Journey Wokingham programme provides our residents, businesses and developers with information on all the alternatives to the car (empowering our residents to choose), highlights the flexibility of the different travel options and provides consistent messages about active travel.

My Journey Wokingham aims to:

- Reduce the number and length of car trips;
- Promote health and well-being;

- Improve air quality; and
- Mitigate the impact of new development.

In addition to increases in health, physical activity levels and general well-being, walking and cycling have a real part to play in reducing health and social inequalities. As low cost and low carbon transport modes, walking and cycling are well-suited to those on low incomes or those who are unemployed with no access to a car and / or limited access to motorised alternatives.

To realise these aims, the My Journey Wokingham programme will:

- Utilise our existing assets – our established walking and cycling network, our dedicated cycle maps and our equipment and resources – to engage with residents to make active travel the norm for everyday journeys.
- Engage schools to inspire the next generation to walk, cycle or use public transport for everyday journeys from an early age. We will achieve this through the provision of assemblies, classroom resources and information for parent mail, in social media and at local events.
- Seek to overcome barriers to cycling.
  - We start children cycling at a young age, increasing the uptake of Bikeability. Weekly Balance Bike Clubs (age 2-4) are run at our local bike hubs and attended by an average of 30 children each week. We have several children as young as 3 years progressing to riding pedal bikes competently.
  - We continue the culture of safe cycling for children into adulthood by delivering led transition rides to secondary schools and adult cycling sessions
- Continue to work with new and existing businesses which benefit from good walking, cycling and public transport access to offer workplace events ensuring information provision, support and ongoing communication. This will be further supplemented by businesses taking part in our cycle challenges.
- Encourage both schools and workplaces to take part in active travel challenges, including Walk once a Week (WOW), the Big Pedal, and Love to Ride's Cycle September which targets new and occasional cyclists and encourage regular cyclist to cycle more often.
  - To date, our Love to Ride Cycle Challenges have engaged with 72 organisations, 1,365 participants and 268 new riders. Resulting in 92,206 rides covering 1,089,837 miles and saving 187,490lbs of CO<sub>2</sub>. For more information, including current statistic please visit: [www.lovetoride.net/wokingham](http://www.lovetoride.net/wokingham)
- Promote specific campaigns, such as clean air day, not only to raise awareness of the issues and impacts of car travel and air quality, but also to increase the number of followers and expand the reach of our social media feeds for the future distribution of information.
- Increase levels of walking, cycling and public transport use and offset traffic growth from new housing developments.
- Engage with local community groups, such as Wokingham Active Travel Community Hub (WATCH), to maintain an open dialog and provide updates on ongoing active travel infrastructure improvements.

Lastly, My Journey Wokingham complements our capital programme which is delivering significant new cycling infrastructure as we promote new off-road infrastructure and quiet routes suitable for active travel to children, parents, workplaces and the wider community. We achieve this through increased social media/press release coverage, led rides and bespoke mapping.

## **FINANCIAL IMPLICATIONS OF THE RECOMMENDATION**

***The Council faces severe funding pressures, particularly in the face of the COVID-19 crisis. It is therefore imperative that Council resources are focused on the vulnerable and on its highest priorities.***

	How much will it Cost/ (Save)	Is there sufficient funding – if not quantify the Shortfall	Revenue or Capital?
Current Financial Year (Year 1)	Total: £200,000 (£155,528 for staffing costs £44,472 for project costs)	Yes	Revenue
Next Financial Year (Year 2)	Up to a total of £346,000 (£180,633 for staffing costs £160,633 for project costs)	Yes	Revenue
Following Financial Year (Year 3)	Up to a total of £349,000 (£180,633 for staffing costs £168,367)	Yes	Revenue

### **Other financial information relevant to the Recommendation/Decision**

For 2020/2021 (the current Financial Year) the project costs (totaling £200,000) requested are less than usual for two reasons. The impact of COVID has meant we have had to cancel a number of events and activities. We have also been awarded funding from the DfT, so we have used this instead of drawing on the S106 pot.

For the Next Financial Year (Year 2) and Following Financial Year (Year 3), the MyJourney team will continue to submit funding bids, however the outcome of these bids is uncertain. Any additional funding secured will be used and to fund MyJourney activities and reduce the total amount drawn from S106.

### **Cross-Council Implications**

This decision will not impact on other Council services.

### **Public Sector Equality Duty**

Due regard to the Public Sector Equality Duty has been taken.

The “Equality Impact Assessment (EqIA) form: Initial impact assessment” has been completed. For the nine protected characteristics either a “No Impact” or a “Positive Impact” was anticipated. Based on these findings a full assessment is not required.

As part of this funding request, the initial impact assessment has received formal approval from the Assistant Director responsible for the project.

<b>SUMMARY OF CONSULTATION RESPONSES</b>	
<b>Director – Corporate Services</b>	No comment
<b>Monitoring Officer</b>	No comment
<b>Leader of the Council</b>	No comment

<b>Reasons for considering the report in Part 2</b>
N/A

<b>List of Background Papers</b>
Equality Impact Assessment (EqIA) form: Initial impact assessment

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